

How to do and research on Long Tail Keyword in SEO - Part 1

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It can be said that this Long Tail Keyword - Long Tail Keyword has few users and attention in SEO, but it has very unexpected results if you search specifically in Search Engine, here is Google. If you search for the definition of a long tail, you will easily see that:

1. Long Tail Keyword - Long Tail Keyword is a keyword phrase consisting of 3 or more words, which contains the term key words along with .

And the steps and processes for identifying long tail keywords include:

1. Search a lot by Google.
2. Use multiple support tools.
3. Use multiple loops.
4. Refer to many documents.
5. Time-consuming.
6. Try "chiseling" the primary key in different directions, attaching to the header tag and content - content.
7. .

But in fact, these theories are no longer accurate. And if you take the pain, sit and do exactly what the theory suggests, it only takes time. But the fact has shown: Long Tail Keyword is still extremely important in SEO, and the search process as well as determining the keyword ranking of the long tail is very simple, please join TipsMake.com to go through the article below. .

1. Why are most long tail keyword definitions easy to confuse?

Firstly, a lot, it can be said that 100% of the definition of the Long Tail Keyword is only about the length of the keyword. Can be 3 words, 4 or 5, 6 words .

One of the questions I get asked weekly is: "How long should a long-tail keyword be?" And, my answer has always been "four keywords or more."

Long tail keywords are those three and four keyword phrases which are very, very specific to whatever you are selling. You see, whenever a customer uses a

Long tail keywords are a type of keyword phrase that has at least three, and some times as many as five words

Why target 2 - 3 keywords (e.g. weight loss tips) when you can target the longer variations with 4, 5 or more words in a single search term.

So which one is correct?

Yes, the best answer is not any of the suggestions as shown above. Because after, because of the things that make up the long tail, there is NO ANY RELATIONSHIP TO THE LENGTH OF THE KEY.

So if the word DONG here doesn't talk about the number of words in the keyword, what is it?

2. What or what makes Long Tail Keyword?

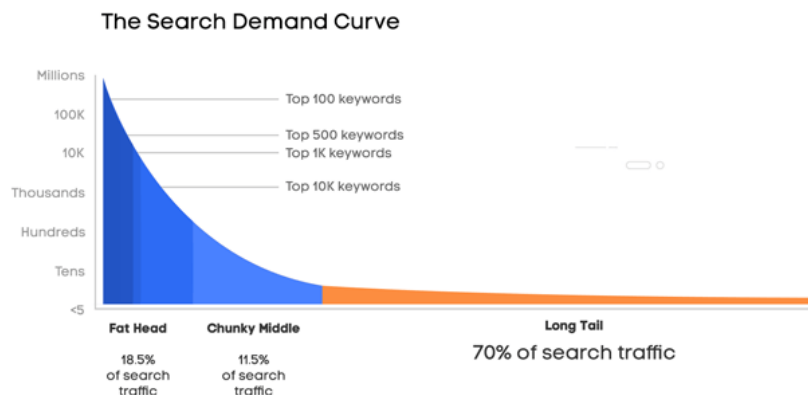
There are two main components that make up the QUALITY of long tail keywords, which are:

1. Search traffic.
2. Specific level.

And in fact, these two factors always go together. Because the more specific you search, the less the number of searches. Why?

In fact, there are many Long Tail Keywords with a search volume of 0. That's because about 16 - 20% of the daily search volume on Google is completely new, and they - those keywords Never been searched until now.

And with the above statistics, do you think that using Long Tail Keyword is completely wasting resources? Yes, we mistake this place again. With low search volume, long tail keywords bring about 70% of the total traffic on the website.



Therefore, the amount of search is very little, but in fact there are many plans, ways of combining keywords (which these numbers are infinite) so the amount of traffic brought is extremely large. And the more specific, the higher the Conversion - Conversion value of the Long Tail Keyword.

Come on, let's continue to learn more about this issue!

3. So what is Long Tail Keyword actually?

Closing from these comments, what is the long tail keyword mentioned in SEO?

1. Phrases with low search volume, but extremely specific and clear. And in general, these long tail keyword phrases bring most of the search traffic and traffic to the website.

Specific examples for you are easy to imagine:

1. Regular keywords: facebook live stream has 178 million search results
2. A variation of Long Tail Keyword in this case: playing live facebook video via a computer browser with 1,970,000 searches, compared to 178 million above, is obviously a much smaller number, and also much more specific.

4. Applying Google's wisdom to finding Long Tail Keyword:

There is a very interesting idea about Google, or more precisely, the way of thinking, Google's "thinking" as follows:

1. T? khóa c?a trình ph?c v? l?n h?n. Không th? m?t cách thay th? không th? categorize a page. Không ??c ???c trang này nh? b?n ho?c I. A search engine không có ?i?m không trên m?t ??c Comprehension test. Thay th? nó th? th? bi?t các trang nào nào nào nào nào nào, theo th? t? trên s? c?a th?i gian m?t t? ???c bi?t và kích c? và ??t v? trí t? các t?.

Excerpt from AI John. What is the summary?

1. The Search Engine is technology, which is working on standard machines. And so, our job is to provide data, create data, like giving them "to eat". But in fact, it was a theory from a long time ago, in 2008. Until now many things have changed, have you heard of artificial intelligence - Google's AI? See the example below!

Google can now fully understand synonyms or similar words:

Specific examples are easy to understand, here are 4 keywords:

1. Creepy photos
2. scary photos
3. terrifying photos
4. horrifying photos

For us - people are quite understandable and close, because they are nearly identical in meaning. But with Search Engine is another story, except how we tell Google by containing all the words in 1 page, or 1 content article, it - Google understands. Therefore, it will arise in the way of cramming keywords, and listening to "stone pebbles" as follows:

1. How many SEO copywriters does it take to change a lightbulb, light bulb, light, bulb, lamp, bulbs, flowers, flour .?

So what about Google? How does it create association, connection?

Continue with the example:

The 30 Creepiest Photos Ever Taken

Here are the 30 creepiest photos ever taken. No photoshop, no tricks. Enjoy and sweet dreams...



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Feeling brave? We've scoured the catacombs and crypts of the internet, and collected together what we're pretty sure are the 30 creepiest photos ever taken. From skeletal scarecrows and creepy family photos, to abandoned mental hospitals and ghostly figures, these creepy images are certainly not for the faint hearted.

Hit next to see the first picture... if you dare...



And below is the title tag of the HTML page:

1. The 30 Creepiest Photos Ever Taken

We can easily recognize that this HTML page has been optimized and aimed at the "creepy photos" keyword, others like:

1. "scary", "horrifying" and "terrifying"

never found any place on the page. But the strange thing is, the words not listed above occupy the top 3 position when searching and aggregating:

Keyword	Position ¹	Volume ¹	KD ¹	CPC ¹	Traffic ¹	URL ¹
creepy photos	1	6,300	10	0.00	826	www.favify.com/creepy-photos/
scary photos	2	4,400	8	0.00	441	www.favify.com/creepy-photos/
terrifying photos	3	500	8	0.00	40	www.favify.com/creepy-photos/
horrifying photos	3 1 3	400	2	0.00	30	www.favify.com/creepy-photos/

Data taken from Organic keywords of Ahrefs

Through the above example, we can pinpoint 2 issues here, how is Google thinking like?

1. Google can now fully understand the connection of synonyms, words with similar meanings.
2. If your content page contains a keyword a, it will also relate to the synonym keyword b or c related to the content you are referring to, although your page does not contain the word b. or c.

But this is just the floating part, the lower part of the iceberg has more strange things. As we continue to delve into the report, we will know that this page has not only 4 keywords, but also 564 more keywords:

Organic Keywords¹

Position¹ Volume¹ Difficulty¹ CPC¹ Traffic¹ Results¹ Words¹ Search in results

563 115 88 40 More 564 results

Keyword	Position ¹	Volume ¹	KD ¹	CPC ¹	Traffic ¹	URL ¹
creepy pictures	3	19,000	8	0.55	1,122	www.favify.com/creepy-photos/
creepy photos	1	6,300	10	0.00	826	www.favify.com/creepy-photos/
creepy photos	3	6,300	10	0.00	596	www.favify.com/creepy-photos/
scary pictures	9 1 1	32,000	14	0.31	573	www.favify.com/creepy-photos/
scary photos	2	4,400	8	0.00	441	www.favify.com/creepy-photos/
creepiest pictures	1	1,500	5	0.00	311	www.favify.com/creepy-photos/
creepy images	2	3,400	10	0.00	284	www.favify.com/creepy-photos/
creepiest photos	1	1,200	5	0.00	246	www.favify.com/creepy-photos/
scariest pictures	2 1 1	2,900	8	0.00	237	www.favify.com/creepy-photos/
scary images	7 1 3	5,900	9	0.00	172	www.favify.com/creepy-photos/

The keyword data is taken from Ahrefs Site Explorer

In the first search results, we found that Google easily recognizes keywords like "photos", "images" and "pictures" as well as other related words. And so, the page will rank for all those keywords, without directly optimizing them. But the above words are only ranked in the short, medium-length keywords, not really long (because the search volume is very high). Continue to learn more!

End of SEO On Page SEO style:

Through the above example, it is clear that:

1. Google was able to group the keywords together, following the same or some related topics.
2. Google was able to understand synonyms.
3. Google was able to continue searching for subsequent keywords to decide which content to rank.

And this ability, Google has been implemented since 2013, and now it's 2017!

Hummingbird algorithm - how did Google hummingbirds change SEO?

In August 2013, many SEOs saw a significant increase in traffic for content investment sites. No longer do it just like stuffing keywords like before, and that's because hummingbird algorithms - Hummingbird of Google has officially come into operation.



Websites that are crammed with keywords, or just copy paste, also begin to "die" from this point

It can be said that this algorithm of Google has helped this Search Engine "smart", easy to identify the website, the article has a polished content, processed billion noodles as the top post on TipsMake page. com. You can read again what is Danny Sullivan's FAQ about Google Hummingbird at Search Engine Land. And almost like Google Panda, poor quality articles were tried in 2011 too.

5. So what will we learn about this article?

The key is two issues under the bullet below:

1. Let's focus more on content - the main content, the old ways of doing things like plowing keywords, cramming main keywords into parts of HTML pages will no longer be timely.
2. Stretch the entire primary and secondary keywords as well as relate to all parts of an article.
 1. Put keywords in the Page Title section.
 2. Put main keywords scattered in the main content of the article.

6. And how to sort rankings for all types of long tail keywords?

Following the advice of experts from Ahref, what is your task here?

1. Focus on the content - content of the article. How to make the main content really natural, the reader feels more understandable and interactive with the site, instead of just sitting and leaning down to study the Long Tail keywords.

Why?

Because now, Google is completely smart enough to organize itself, grouping Long Tail keywords into different main groups and subgroups. The above evidence points out that the ranking of many Long Tail keywords is a meticulous combination of creating high quality content along with Google's extremely good, specific and accurate coverage, keyword filtering.

And the content creator will not care about cramming the main, sub or Long Tail keywords into each appropriate paragraph. And another great thing is, even if the Long Tail keywords have very low search times, in return you are more specific, the more opportunities you have to pull more traffic to the website.

7. How to use Long Tail Keyword?

In order to create depth for the article, the content must always accompany the appropriate link building:

The above reports and analysis also indicate that it is not simply to write content well, to improve and to fly, but also to go with the link, create a reference link in the article. Clearly:

1. When you have created content that has depth, quality that covers the whole idea, it's great. And even more amazing if you create the appropriate link, to arrange that article on the front page of the Search Engine.
2. So specifically how? Please refer to the following 2 ways:

Method 1: Very classic and classic, that is to study carefully the opponent

In this section, you can consult and use Ahrefs Site Explorer or any other support tool.

Why? Because this will help you capture the opponent's website that has captured the rankings of hundreds or thousands of Long Tail keywords!

The process is as follows:

First step: Find the main content, top of the opponent in Organic Search section.

Please follow the instructions: Site Explorer> Enter domain> Explore> Organic keywords> Top pages. Inside:

1. Traffic
2. Keywords
3. Top keyword
4. Volume
5. Pos

To see each rank that the main keyword of that page is holding, just click the arrow next to the number in the Keywords column.

Second step: Export this list to research.

For a full view, save this list as a CSV file and open it with Microsoft Office Excel or the corresponding program.

Third step: Find, filter and group these keywords by sub-topic.

This part is quite arduous and hard. Try to figure out, how to arrange dozens, or hundreds, of short, key words . into my content. And as mentioned above, this is really boring and wasteful. Instead, price manipulation only groups keywords into sub-topics.

The fourth step: drafting new writing including words, group of new keywords to be listed as Header.

Too busy, now this is simple. Use Google Doc to create a document. The list of keywords grouped above will be in the Header H2 or H3 tags section. For what? By covering this style, you can completely rank all the keywords that we have inserted above. And they will create the Long Tail Keyword.

Temporarily end part 1 of the article. See you in the next section on Long Tail Keyword!

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